

a tip electrode, said implanting being effected using a device comprising a main body, a steering knob secured to a proximal extremity of the main body and a flexible distal portion affixed to and extending distally from a distal extremity of the main body, the method comprising the steps of:

- 5            inserting the device into the lumen of the lead with the flexible distal portion substantially entirely contained within the distal portion of the lead;
- feeding an introducer sheath along a predetermined path including at least the SVC and coronary os;
- 10          inserting the distal portion of the lead into the introducer sheath and advancing the lead until the distal portion of lead reaches the coronary sinus region;
- advancing the device relative to the lead to extend the flexible distal portion of the device from the aperture in the tip electrode;
- 15          manipulating the steering knob on the proximal end of the main body of the device as necessary to maneuver the flexible distal portion of the device into said implantation site;
- slidably advancing the lead over the device to move said electrode into place at the implantation site;
- 20          retracting the device and removing the device from the lead;  
and  
              retracting and removing the introducer sheath.